

# THE GILMORE

## MARKETING & PR ASSOCIATE

### IRVING S. GILMORE INTERNATIONAL KEYBOARD FESTIVAL

The Gilmore is a non-profit organization that presents the biennial Gilmore Keyboard Festival which is held in venues across west Michigan. It is recognized as America's most prestigious piano music festival while the Gilmore Artist Award and Gilmore Young Artist Award programs are highly regarded throughout the classical music industry as a leading international force in the advancement of pianists' careers.

Located in downtown Kalamazoo's Epic Center that is home to several community arts organizations, The Gilmore offers a creative and challenging environment. We have an immediate opening for a highly motivated, organized, enthusiastic, articulate, and creative individual to join our team. This full-time position offers a competitive salary and benefits along with the opportunity for advancement. The Marketing & PR Associate reports to the Director of Marketing and PR.

## PRIMARY RESPONSIBILITIES

- Participate in the development of marketing plans and publicity strategies for the organization and individual departments
- Research and acquire promotional material on artists presented at the biennial Festival, Piano Masters Series and annual Rising Stars Series
- Plan, create or edit marketing materials, including press releases, print ads, newsletters, emails and brochures
- Create and edit content for social media sites of The Gilmore
- Create email campaigns, measure effectiveness and maintain schedule for all departments
- Contribute to ongoing development of The Gilmore's web presence and interactive strategy
- Maintain and update website content and act as liaison with other departments
- Maintain up-to-date departmental files including photography
- Assume responsibility for the marketing department's use of the organization's database for reports, direct mail and updates
- Coordinate production of program notes for biennial Festival, Piano Masters and Rising Stars series
- Administer the community engagement ticket program with local charities
- Monitor and keep abreast of trends in arts marketing
- Other duties as assigned by the Director of Marketing & PR

## QUALIFICATIONS

Bachelor's degree and a minimum of three to five years of experience in marketing, communications or related field with proven record of success; Excellent written, verbal, organizational and interpersonal skills with demonstrated strong social and digital media experience; Ability to work independently as well as part of a team under tight deadlines; High level of proficiency in all aspects of Microsoft Office; Graphic design experience helpful (specifically Adobe InDesign and Photoshop). Knowledge of Classical and Jazz music a plus

## TO APPLY

Please send cover letter, resume writing sample and salary requirements to:

The Gilmore Attn: Mary McCormick, Director of Marketing & PR, 359 South Kalamazoo Mall, Suite 101, Kalamazoo, Michigan, 49007 or Fax (269) 342-0968 or E-mail [mmccormick@thegilmore.org](mailto:mmccormick@thegilmore.org). Applications will be accepted immediately and until position is filled.

[thegilmore.org](http://thegilmore.org)

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